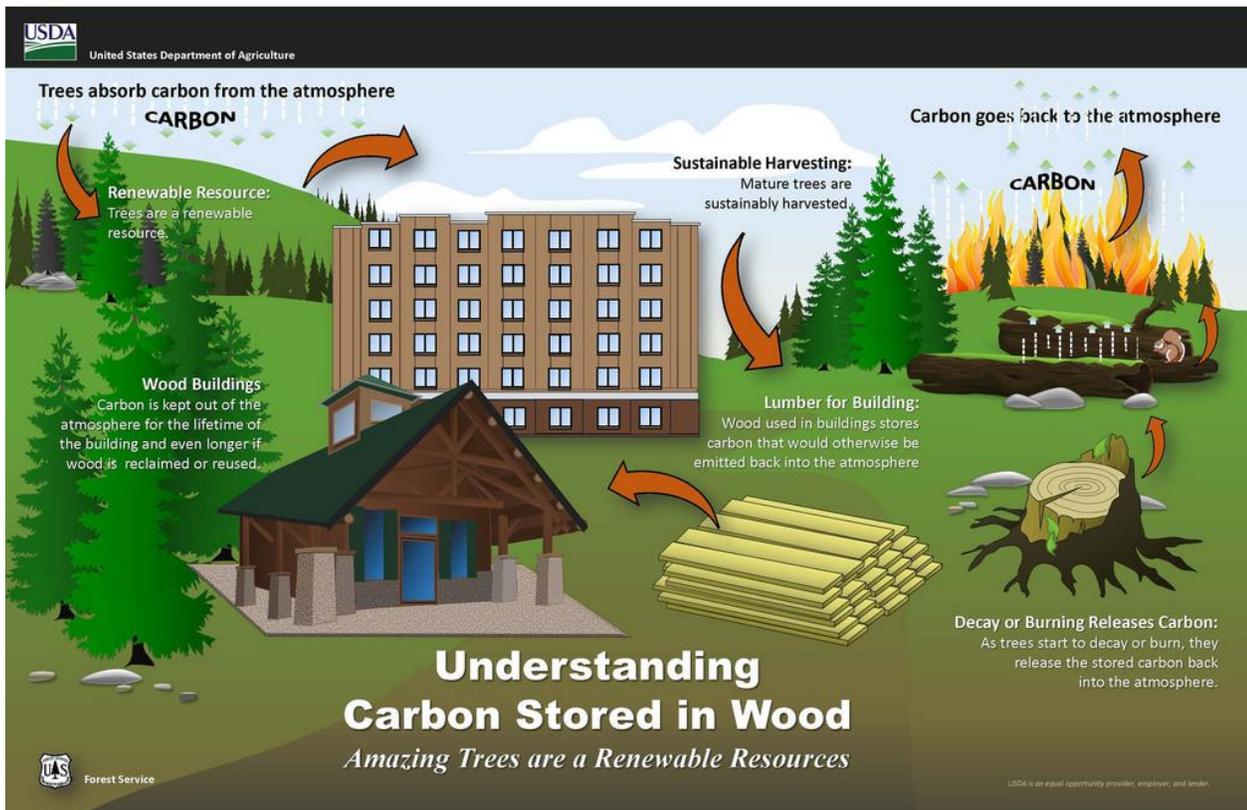


**Natural Carbon Storage**

As manufacturers we are keenly aware of the impact our decisions make on the world, and we don't take lightly the responsibility we carry for the people we affect. In making wood flooring, the primary material we use is a renewable, natural resource that is also one of the best ways of reducing CO2 in our environment. Trees are nature's carbon sponges. Not only do trees trap carbon within themselves, we can use lumber for many wonderful things and the carbon remains stored in the wood.

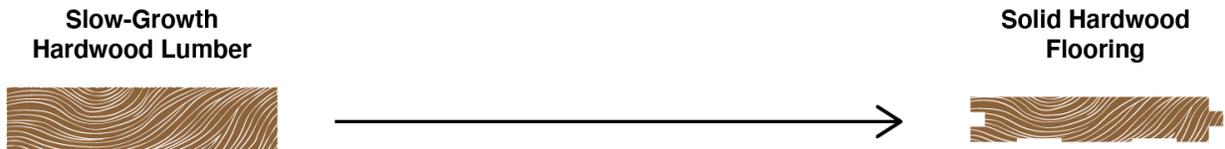


A good point to remember about wood flooring is, while it absorbs and holds carbon, most alternative floor coverings are made of carbon creating materials, adding more CO2 to the atmosphere. If limiting the amount of CO2 is important to you, we believe wood flooring is the most environmentally friendly option.

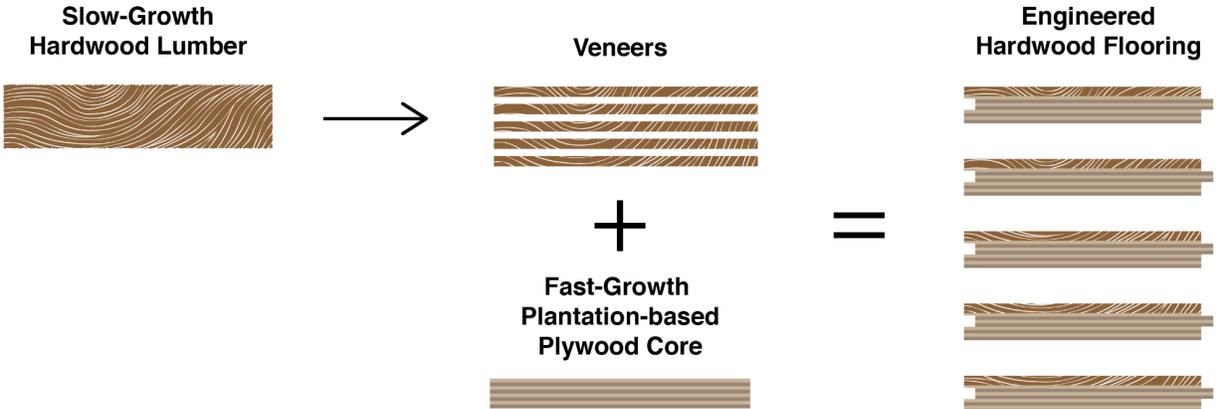
As stated above, wood lumber is also a renewable, or sustainable, resource for our manufacturing. As trees are harvested from well managed forests, they are replaced with new saplings which will grow to replace each tree and in turn, be available for future generations.

## Environmental Efficiency of Engineered Wood Flooring

Real Wood Floors produces both engineered and solid wood flooring. Both have wonderful qualities but there is a great story of efficiency in making engineered flooring. While solid wood flooring uses a single piece of wood for each piece of flooring, engineered hardwood is made with multiple layers of wood.



The majority of desirable wood flooring is made from a handful of hardwood species. In North America and much of Europe these species are usually maple, walnut, hickory, red oak and white oak. In order to harvest and produce flooring lumber, the trees must grow for a long period of time. In a well managed timber forest the growth cycle for a hardwood tree can last 50 to 70 years until it's large enough for efficient harvesting. In sharp contrast are species like Eucalyptus which grow to usable dimensions in a fraction of the time. Fast-growth tree plantations supply the world with lumber for many uses including timber construction, exterior projects, furniture and plywood.



The exceptional advantage of engineered flooring design is how it maximizes the slow-growth hardwood and uses it for only the top layer veneer, and uses fast-growth hardwood species, like eucalyptus, for the base material. This provides the same aesthetic and functionality of a traditional hardwood floor to the user while using less slow-growth materials in its construction. What's more, we can create multiple more pieces of engineered flooring from the slow-growth lumber than we can with solid.

Engineered wood flooring is real wood flooring and we believe it is the most resource-efficient method for making beautiful and versatile floors.